

# it's the blendand the fragrant 



Camels have
always welcomed comparison with any other cigarette because pleasure to be found in smoking.

The most important thing for smokers to know is that genuine cigarette quality must begin with the selection of tobaccos. Nothing can take the place of quality tobacco. Thus the extraordinary goodness of Camels begins with the choicest tobaccos grown and these are blended with expert skill to achieve the mildness and surpassing fragrance of this great crgarette. It is this genuineness of quality which smokers appreciate when they have passed the experimental stage and know real smoking pleasure.
when they learn the difference they flock to

